



**August 2011**

**MANSFIELD DOWNTOWN PARTNERSHIP, Inc.  
FACT SHEET**

**The Partnership**

The Mansfield Downtown Partnership, Inc. has been created as an independent, non-profit organization charged with coordinating the enhancement and revitalization of three of Mansfield's commercial areas - Storrs Center, King Hill Road and the Four Corners. As a public-private partnership, the organization is composed of representatives from the community, business, town, and the University of Connecticut. The Partnership is governed by a 19-member Board of Directors with a strong committee structure. The Partnership's six committees, Advertising and Promotion, Business Development and Retention, Finance and Administration, Membership Development, Planning and Design, and Nominating are one of the direct ways the public can participate in creating our new downtown in Mansfield.

**Mansfield Downtown Partnership, Inc. Action Agenda**

The Mansfield Town Council retained the national planning firm of HyettPalma in 1999 to develop an enhancement strategy for the revitalization of downtown Mansfield's commercial areas. Following a collaborative community-consultation process, HyettPalma produced the Mansfield Downtown Partnership Action Agenda with a focus on Storrs Center.

Key recommendations from the Downtown Partnership Action Agenda are:

- Develop a community green space
- Business retention and attraction
- Marketing and promotion
- Improve traffic flow and parking
- Real estate development and improvements
- Public improvements, i.e., streetscape, signage

**Project History**

**Concept Master Plan** - One of the Partnership's first tasks was to commission the development of a concept Master Plan for Storrs Center. Working with the Partnership, Connecticut firm Milone & MacBroom completed the concept Master Plan in the summer of 2002.

The concept Master Plan includes three main elements: mixed-use development (retail/restaurant/office/housing), a town square(s), and market-rate housing.

**Municipal Development Plan (MDP)** - In 2002, the Town of Mansfield authorized the Partnership to serve as its municipal development agency to undertake the development of the Storrs Center area on behalf of the Town. A municipal development plan was prepared which includes a market study, an environmental report, proposed land uses, a financing plan, etc. The MDP was completed in 2005 and approved unanimously by the following local, regional, and state entities - Windham Region Council of Governments Regional Planning Commission, Mansfield Planning and Zoning Commission, Partnership Board of Directors, Mansfield Town Council and the UConn Board of Trustees. The MDP was approved by the Connecticut Department of Economic and Community Development on January 27, 2006.

**Identification of Master Developer** - In June 2004, the Partnership identified the firm of LeylandAlliance LLC from Tuxedo, NY, to serve as its master developer for the project.

In September 2010, LeylandAlliance brought in Education Realty Trust (EDR) from Memphis, TN, to develop the housing for the first two phases of Storrs Center.

**Zoning, Design, Permits, and Construction** - In June 2007, the Mansfield Planning and Zoning Commission approved a Special Design District for Storrs Center. In October of the same year, the Mansfield Inland Wetlands Agency approved a wetlands permit for the project.

A set of comprehensive sustainability guidelines for Storrs Center designed to create an energy efficient project was approved by the Partnership Board in August 2008.

Construction on Phase 1A of Storrs Center began in May 2011. A ceremonial groundbreaking was held on June 29 with Governor Dannel Malloy, Congressman Joe Courtney, UConn President Susan Herbst, State Senator Don Williams, State Representative Gregg Haddad, Secretary of State Denise Merrill and Mayor Betsy Paterson along with over 300 friends. Phase 1A will open in the fall of 2012 with 127 apartments and 25,000 square feet of commercial space.

**Leasing** – Leasing is underway for commercial space including restaurants, retail, and office for Storrs Center. If you are interested, contact Dan Zelson with Charter Realty at 203.227.2922.

For inquiries about residential leasing, contact EDR at 860.756.0330. EDR's leasing office is located at 1254 Storrs Road.

**Financing** - The total project cost is approximately \$220 million of which private financing will be at least 80 percent. Over \$23 million in state and federal grants are in place for Storrs Center including \$10 million from the State of Connecticut for the parking garage/intermodal facility.

**Events and Projects** – Planning is underway for the 8<sup>th</sup> Annual *Festival on the Green* which will be held on September 25, 2011 from 12 pm to 5 pm in front of E.O. Smith High School in Mansfield. In 2010, the Partnership received the CT Main Street Center Award of Excellence for the *Festival* in the Special Event category.

## **Contact Information**

Your ideas, comments, and suggestions are encouraged. Please contact Cynthia van Zelm, Executive Director, Mansfield Downtown Partnership, PO Box 513, 4 S. Eagleville Road, Mansfield, CT 06268, 860.429.2740, [mdp@mansfieldct.org](mailto:mdp@mansfieldct.org). The Partnership website is [www.mansfieldct.org/mdp](http://www.mansfieldct.org/mdp) and includes a list of Frequently Asked Questions, as well as most of the documents referenced on this Fact Sheet.